

# Home Baking (Cooking and Baking from Scratch) - UK - August 2010

Report Price: £1500 / \$2310 / €1793



## What is this report about?

Despite the trend towards healthy eating, consumers have taken a greater interest in home baking, driving value sales in the home baking market up by 12.7% between 2007 and 2009. The market is expected to grow by a further 9.1% in 2010, taking sales to £576 million.

## What have we found out?

- Consumers have been bitten the baking bug; over two thirds of consumers (69%) have bought raw baking ingredients in the last year.
- The home baking market has experienced strong sales growth in the last five years, reaching £523 million in 2009. Value sales growth has been driven by the increased incidence of baking from scratch. However, rising commodity prices have added to raw ingredients costs like flour, culinary nuts and dried fruit.
- Just under four million, mostly affluent consumers bake from scratch at least once a month, opting for premium, high quality and organic baking ingredients.
- Manufacturers need to ensure that their product packaging for baking ingredients appeals to children as two fifths of parents let their children decide what is baked at home
- Branded baking ingredients manufacturers need to provide consumers with a more compelling reason to buying them; 17m consumers feel there is no difference between own-label and branded baking ingredients/mixes.
- With tightening budgets and relatively less disposable income, 20m consumers are baking at home as it enables them to cut down on their personal shopping bills

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